"PRODUCTION AND MARKETING STRATEGY OF GRAPES: A STUDY WITH SPECIAL REFERENCE TO VIJAYAPUR DISTRICT"

A Synopsis submitted for Ph.D
Registration in Commerce

Submitted to
Swami Ramanand Teerth Marathwada University, NANDED

For the Degree of doctor of Philosophy (Ph.D)
Under the faculty of commerce in the subject of commerce

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Introduction

Grape is one of the important fruit crops grown in tropical India. It is the third most widely cultivated fruit after citrus and banana. Grapes are widely consumed as fresh fruit in India. It is also used for producing raisins, wine, juice, juice concentrate, squash, beverages, jams and marmalades. Grapes are highly digestible and have a number of therapeutic properties. Vijayapura district stands first position in grape production in Karnataka state, with an area of 10,582 hectares and 1, 90,856 metric tons of production in 2015-16. There is abundant scope for processing of grapes in the form of raisins in Vijayapura district. Though Vijayapura district is the major grape growing area of Karnataka and the district has been declared as "Horticulture district" by the State Government.

India has been a predominantly agrarian economy since time immemorial. The development efforts over the last few decades have doubtlessly strengthened our industrial base. However, agriculture continues to be the mainstay of our economy and even today as more than 59 per cent of population depends on it. The production of fruits and vegetables has vital importance as it provides three to four times more cash income than cereals per unit of land. Realizing the importance of fruit cultivation many farmers are diverting their resources towards plantation of fruit crops.

Fruit growing is one of the important branch of diversified farming. Cultivation of fruit crops contributes to the health, happiness of the people and prosperity of the nation. The standard of living of people is often judged by the production and per capita consumption of fruits. Taking into consideration the nutritive value and high income earning potential of fruits, importance is given to fruit cultivation in the agricultural planning.

Fruits are the prime source of vitamins and minerals without which human body cannot maintain proper health and resistance to the diseases. Indian Council of Medical Research (ICMR) has recommended the consumption of at least 92 grams of fruits per day and as much variety as the season permits (Anonymous, 2001). On the contrary, the per capita consumption of fruits in India is only 46 grams per day. This indicates the wide gap between the use and requirement of fruits.

Dietary importance of grapes:

Importance of fruits in human diet is universally recognized. Grape fruits are very nutritious containing 10.2 per cent carbohydrates, 0.8 per cent proteins, 0.1 per cent minerals and 85.5 per cent water. Fresh grapes contain many vitamins. Fairly good amount of vitamin 'A' is present which retains in dehydrated grapes also. It is one of the most delicious, refreshing and nourishing fruit. Ripped grape fruits are easily digestible. They can be consumed in many forms such as, fresh grapes, rasins, juice and wine. Grape juice is a nourishing thirst quencher, a stimulant to the kidneys and acts as a laxative. The principal product made from grapes is wine. Table purpose grapes must have an attractive appearance, good eating quality, good shipping and storage quality

Variety wise grape cultivation:

Grapevine cultivation started in 1960 with the variety of Fakadi and Bhokari as alternative fruit crops. After 1980, it has been practiced as a traditional commercial fruit crop in a large extent of area. Presently, in Pune district the new varieties like Thompson Seedless, TasA-Ganesh, Sonaka, Manik chaman, Sharad Seedless and Flame Seedless are more practiced than other varieties. The analysis of variety wise area under grapevine cultivation at tahsil level reveals that area under Thompson Seedless variety is more followed by Sonaka and Tas-AGanesh are gaining more importance. Variety wise area under grapevine cultivation in each tahsil is different.

Availability of grapes in market:

The month wise availability of grapes in different states is shown in figure 1. The grapes are made available in the market for consumption from the month of mid December to mid May in Maharashtra, Karnataka and Andhra Pradesh but peak season starts from February and March month. When the season of above states over, the arrival from Punjab and Haryana starts and end in the month of July and mid August. Tamil Nadu is only state which provide the grapes in market for almost ten months.

. **STATEMENT OF RESEARCH PROBLEM**

A present research study of “A study of production and marketing strategy of grapes with special reference Vijayapur district an analysis 2010-2020.”

1. To find out socio economical status of vijayapur district people.
2. To study the attitude and awareness of the farmers towards the use of modern equipments and improved seeds for cultivation and used for growing crops.

OBJECTIVE OF THE STUDY

- To evaluate historical background of production and marketing in vijayapur district.
- To find out socio economical status in vijayapur district.
- To study role of government various policy implemented towards grapes production and marketing in Vijayapur district.
- To study the various marketing functions involved in the marketing of grapes in vijayapur district
- To study the attitude and awareness of the farmers towards the use of modern equipments and improved seeds for cultivation and used for growing crops.
- To find out marketed quantity of grapes in Vijayapur district.
- To suggest remedial measures to improve the marketing of grapes.

HYPOTHESIS OF RESEARCH STUDY

1. Ho Null hypothesis: The people who produce grapes widely their income is very low, because they almost do not get better price.

2. Ho Null hypothesis: At present the socio economic of all the people in Vijayapur district is quite low.

3. H1 the people who produce grapes widely they have sufficient income.

4.H2 there is no significance differences in socio economic status of all the people in Vijaypur district

METHODOLOGY OF STUDY

Researcher collected data from primary and secondary sources regarding the production and marketing of grape in vijayapur district.Any study about any problem depends upon the nature and source of data. Collection of data is the process of enumeration together with the proper recording of results. The success of any study is based upon the proper collection of data. To study the various marketing activities of agricultural produce and marketing of grapes production and marketing in Vijayapur district. Data is collected from primary and secondary data of various sources.

SOURCE OF DATA

PRIMARY DATA

Primary data are those, which are collected for the first time, and they are original in character. The primary data has been collected by various methods just like observation, interview, questionnaire and information through agencies. With regards to the buying and selling activities, strong etc. to study the attitude of the farmers towards the usage if modern equipments and improved seeds of grapes for sowing and cultivation purpose as well as economical position of grapes producer and other related activities uses of questionnaires are made. A questionnaire consisting of a list of questions pertaining to the study is prepared and protesting was managed on selecting sample of farmers.

A questionnaire was managed by personally visiting to the farmers of contact through mail and draw out information. Finally, the interviews were conducted to go into the details of the present study. The farmers were interviewed to cross examine. The marketing activities taking place regarding the grapes production and marketing. The administrative staff, office bearers of the market committee, vijayapur. All the above interviews were undertaken in an unstructured and informal manner.

SECONDARY DATA

Secondary data are those data which have been already collected and analyzed by some earlier agency for its own use. The relevant information regarding the conceptual background as well as the working of Krushi Utpanna Bazaar Samiti, Market Yard, Vijayapur was collected through secondary source. The secondary data has been collected with the help of the record of Krushi Utpanna Bazaar Samiti, Market Yard, vijayapur. The publication of government of Karnataka, annual report of agricultural development, records of collector office, Vijayapur district publication of zilla parishad, Vijayapur tahsil office, has collected the secondary data.socio economic sarvay,books, magazine, website etc.

Selection of sample

There are 13 taluka in vijayapur district among 1000 samples can taken as purpose of study

CHAPTER SCHEME

The present research work entitled “A study of Grapes production and marketing in Vijayapur district” has been divided into seven following chapters

1. Research introduction and methodology
2. Conceptual framework
3. Government scheme for better Grapes production and marketing
4. Production and Marketing of grapes in Vijayapur district
6. Presentation and analysis of the data
7. Conclusions and suggestions

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